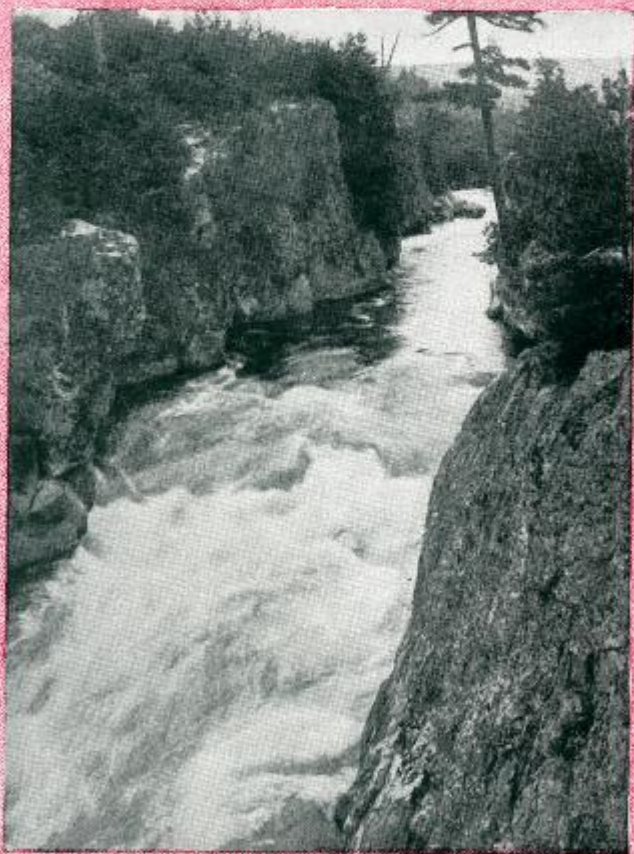


WISCONSIN'S PLAYGROUND

*Shawano Lake and
Menominee Indian
Reservation.*

STATE TRUNK HIGHWAYS
29 - 22 - 47 - 55



Dells of Wolf River on Indian Reservation

Published and Distributed
by the

CHAMBER of COMMERCE
SHAWANO, WISCONSIN

Shawano Invites You

Shawano business men through their Chamber of Commerce, take this means of briefly describing and advertising the advantages of this region, and to invite you to visit them this year. Whether you are looking for a home or enjoying an outing, Shawano "Where the north begins" invites you.

The city has a population of 4500 over 90 per cent of whom own their own homes. It is the county seat of Shawano County, famed for its dairying and agricultural land. Its schools are classed with the best in the state and has churches of almost every denomination, hotel accommodations are adequate and train services all that can be desired. Three main lines of railroad pass through the city. We have three banks in good financial condition and our stores are of the type found in cities many times the size of Shawano and are better equipped to supply the tourist's needs than the city stores, because they are more familiar with the things that they require. The principal industries: A Paper and Pulp Mill, three Saw Mills, two Veneer Mills, two Box Factories and a Canning Factory whose yearly output of gallon cans of Corn is the largest in the United States, besides many smaller industries. Choice sites are available for industrial enterprises. The Chamber of Commerce will gladly cooperate.

THE MENOMINEE INDIAN RESERVATION

The Menominee Indian Reservation is located five miles north of Shawano. It comprises ten townships consisting of 230,000 acres of land upon which is one of the largest bodies of hardwood timber in the United States, besides large stands of uncut White and Norway Pine. The population consists of 2000 Indians who own the Reservation in severality under the supervision of the U. S. Indian Agent and are engaged in the occupation of farming and lumbering. The Agency maintained at Keshena consists of government offices, large government and parochial schools, stores, hotels and dwellings.

Anyone who has ever visited this Reservation will freely admit that nowhere in Wisconsin could these Indians have selected a permanent home more suited to their needs, not only in the valuable stands of forest timber with its abundance of wild game and fur of every description, but in the hundreds of streams and lakes all alive with fish. Many streams are stocked with brook and rainbow trout which not only furnish them a means of livelihood, but a playground where they could roam at will and enjoy the green forests, pure air and sparkling spring water with which nature so abundantly endowed this territory. At Neopit the Indians operate a large saw mill for the manufacture of the Reservation timber. This is the only Government operated saw mill in the United States.

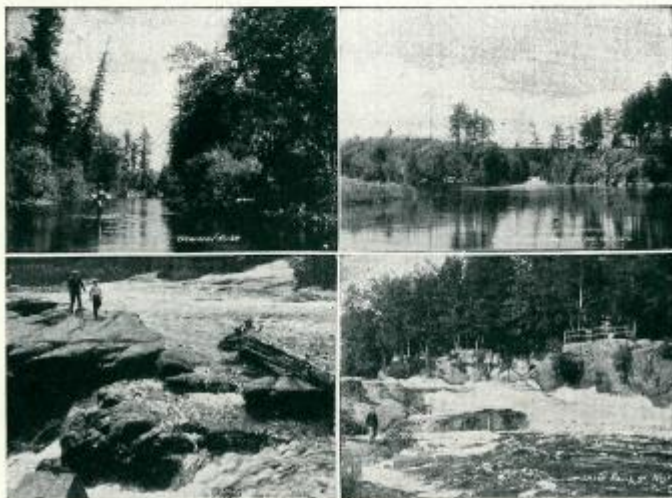


The Wolf River with all of its tributaries flows through the entire length of the Reservation, along which follow State Trunk Highways No. 47 and 55 leading out of Shawano. The scenery along the highways, streams and lakes, is alone worth coming many miles to see. Along these streams are located many valuable undeveloped water-powers where enough electric energy can be developed to supply the whole northern part of the state.

But the vacationist and nature lovers are not interested in the development of water powers. The rocks, the rapids and the forest lined shores are just as nature made them and it is up to man to keep a few remaining beauty spots as nature intended them.

The historic military wagon road through Shawano and the Menominee Indian Reservation was established by an act of Congress approved March 3, 1863, and built by the U. S. Government. It is now known as State Trunk Highway 55. For over 50 miles this highway extends along the Wolf River, and affords wonderful scenery which has been kodaked by people from every state in the union. Its beauties can perhaps be better described by the passing tourists than by the residents of this vicinity. Springs of pure sparkling water lend attraction to many beautiful camp sites which are located along this route. Among them are: Keshena Falls, Five Islands, Wayka Rips, Smokey Falls, Big Eddy Falls, Dells of the Wolf, White Rapids, Otter Slide, Shot Gun Eddy, Burnt Shanty Rips, all of which are interesting places to visit.

Both the Indians and the officials welcome you to come to the Indian Reservation and camp and fish along the many lakes and streams. The only restriction that they require is to be ever watchful and careful to prevent fires. Always extinguish your camp fire before leaving.



BEAUTIFUL SHAWANO LAKE, located three miles east of the city of Shawano is a beautiful body of water 7 miles long east and west 3 to 4 miles wide. It has an outlet which flows through the northern boundary of the city of Shawano into Wolf River. This outlet is navigable for small power boats to the lake. The lake is



fed by springs and various smaller lakes connecting therewith, the most important of which are Loon Lake, White Clay Lake, Washington Lake and Lulu Lake.

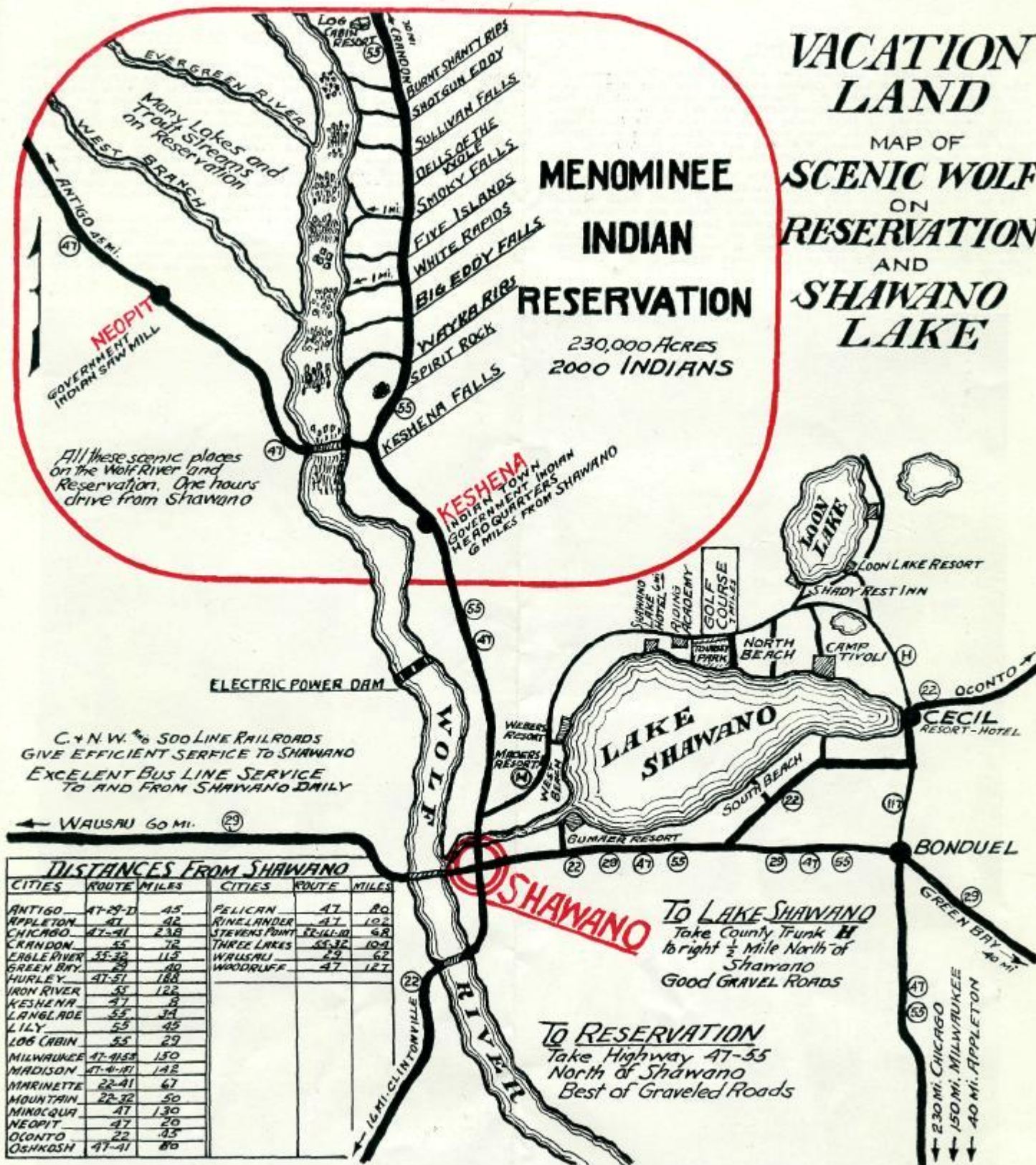
Shawano Lake for many years prior to the coming of the white man was the hunting and fishing grounds of the Indians and many

VACATION LAND

MAP OF SCENIC WOLF ON RESERVATION AND SHAWANO LAKE

MENOMINEE INDIAN RESERVATION

230,000 ACRES
2000 INDIANS



bands of these Indians made this lake their summer camp grounds attracted here on account of its beautifully wooded shores, shining sandy beaches, and the great variety and abundance of fish and the countless millions of water fowl. The great fields of wild rice and wild celery which grew in the lake made a natural feeding ground for wild ducks, geese and other aquatic birds.

After the coming of the white man the mature Pine timber was logged off from the lands adjoining the lake, but as no cutting has been done for over 50 years the smaller timber has grown into large trees and everywhere this timber has been preserved to beautify the lake's shores. From any point on the lake the shore line has the appearance of a vast unbroken forest. The variety of foliage from the various kinds of Hardwood and Evergreen trees casting a shadow of beauty into the clear water of the lake. Nestled along its beautiful wooded shores are hundreds of summer homes and cottages owned by our home people, many of which are for rent the greater part of the summer. A hospitable, cool, healthy place just to rest or enjoy the great outdoors in any kind of recreation you may seek.

Through our efforts we have established a State Trunk and County Trunk Highway extending completely around the lake from Shawano a distance of 25 miles traversing along the lake shores through green unbroken forests and rolling farms sloping toward the lake. The scenic beauty of which is unsurpassed in any other stretch of equal distance in the state.

On north beach of Shawano Lake is located the beautiful tourist park, a golf course and riding academy, which are described elsewhere in this folder. Come to Shawano Lake. Rent a cottage or camp in the tourist park. Also splendid hotel accommodations and resorts available at different points on the lake.



SHAWANO LAKE TOURIST PARK

One of the largest and best tourist camp grounds in the state.

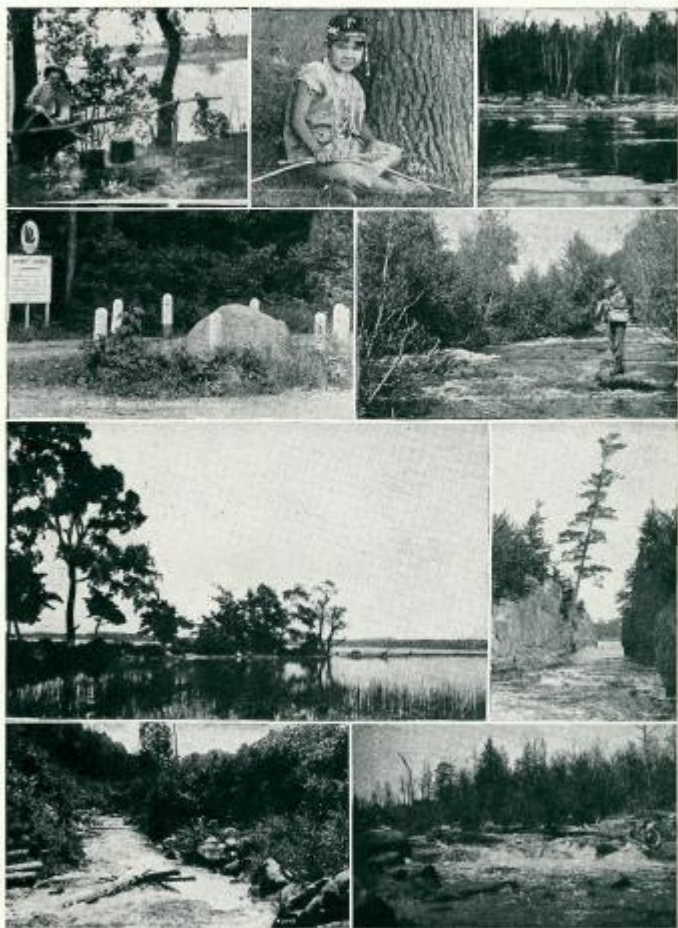
Seven miles northeast of Shawano on north beach of Shawano Lake, is located the beautiful Shawano County Park, consisting of 30 acres of land, fronting on a beautiful sandy beach on the south, and bounded on the north by the Shawano Lake Golf Course. This park is covered with magnificent trees where camping under the shady oaks and pines



AT THE COUNTY PARK, SHAWANO LAKE, NEAR SHAWANO, WIS.

is a real pleasure, for here it is ever cool. The soil is naturally drained and a dry camp site is always assured. This park is maintained by Shawano County, placed in charge of a paid caretaker and is open to the public for camping and bathing purposes. All necessary provisions for the campers comfort may be procured here. A store with complete line of supplies, refreshments, and a public telephone is located in the center of the park. Fishing tackle and boats of all kinds may be arranged for through the caretaker. Nowhere is there better fishing to be found than right here at Shawano Lake.

"Profiteering" on any commodities sold in the park is not permitted. The park is equipped with electric lights, sanitary wells, producing exceptionally good drinking water, these wells are tested periodically by the state board of health who recommend this water as very healthful, also sanitary toilets, good roads, picnic grounds, tennis and horseshoe courts, indoor baseball diamond, and volley ball courts. Play apparatus for the children is also provided. Campers will find clean tables, benches, campsites, a public kitchen and courteous treatment. An ideal bathing beach, a good bath house, a water toboggan with safe and comfortable boats for that great water sport. The bath-



ing here is unsurpassed in any lake either in Wisconsin or elsewhere. The water on the shore is shallow with clean sandy bottom, which is particularly adapted for small children, without danger of getting into deep water or dangerous holes.

This park has been well patronized by tourists from Wisconsin and many other states and with the hundreds of tents pitched among the trees, each with a small campfire, make a picture that no artist can duplicate. Over 3000 people camped at this park the past season. Many for a day or so and some from one to six weeks. Many tourists plan to come here every season. A nominal charge of fifty cents for one night or \$2.00 per week is made for campers. Plan to visit Shawano County Park this summer.



SCENIC AND PICNIC

While you are camping at Shawano Lake and you are anxious to see some scenic beauty and spend the day in picnicing, a most ideal day could be spent by taking the family and packing a picnic lunch then starting out on State Highway 55 to the Indian Reservation along the scenic Wolf River, which is pictured on the map in this folder. At Keshena, an Indian town, see the government Indian Schools and other buildings, visit the Indian stores and learn of the Indian legends. At Keshena Falls, a beautiful spot, let the children romp and play over the rocks and see the waterfalls. Then follow on your map north on Highway 55 along the scenic Wolf River stopping enroute to see the scenic spots marked on the map which are also marked along the highway of which the most interesting are Big Eddy Falls, Smokey Falls, Dells of the Wolf, Shot Gun Eddy. These spots are big attractions for tourists where besides the scenic attractions, the Indians are always anxious to



entertain you with Indian Pow-Wow dancing, or riding a log or canoe over the stony rolling water falls, which only a few can accomplish. They also have refreshment stands at most of these places, and many ideal spots to eat your picnic lunch. (Also large collections of Indian relics and novelties for sale). After seeing these places and you still have time and don't want to turn back home, you can pass along 55 to Log Cabin Resort and to Langlade. Then take 64 west to Elton and on to Antigo. Now turn south on 47 back to the Reservation to Neopit, another Indian town where is located the only government operated saw mill in the United States. Then on through Keshena and back to Shawano and you will have put in a pleasant and profitable day. There are many other places and scenic routes out of Shawano that are very interesting. The Shawano Chamber of Commerce has a large map, and a well informed worker who can give you advice and direct you as to roads, scenic places, fishing, hunting etc. Make Shawano your headquarters. ..

Vacation at Shawano Lake for Healthful Recreation

Fishing, Bathing, Boating, Golf, Tennis, Horseshoe, Baseball, Riding and Dancing.

DANCING

A large dance pavillion is provided in connection with the Shawano Lake Hotel.

Tennis and Horseshoe Courts are provided in the County Tourists Park.

BATHING

A shallow sandy beach makes bathing especially safe for children. No rocks or dangerous holes. The finest beach to be found anywhere.

FISHING

On account of the interest taken by the citizens of Shawano this lake is as well, if not better stocked with fish now than it was when our early Indians discovered it. The fault lies entirely with the fisherman if he cannot catch a mess of fish on any day of the open season. Nearly every variety of fresh water game fish are to be found here, viz: Big Mouth Black Bass, Green and Oswego Bass, Rock and Strawberry Bass, Pickerel, Croppies, Well-eyed and Golden Pike, Perch, Sun Fish, Bull-Heads and Great Northern Pike.

While we have no Muskies we have his nearest competitor, The Great Northern Pike, which are often taken up to 25 pounds and even a 10 to 15 pounder will give you your moneys worth when hooked. Any number of other lakes with equally good fishing can be reached in a half hour or hour's drive from Shawano Lake, and when you get tired of lake fishing, try the Trout. Any one of a dozen or more trout streams can be reached within an hour or two from either Shawano Lake or Shawano. Every stream is a Trout Stream in this territory and any of them will furnish you good sport.

SHAWANO LAKE GOLF COURSE

Vacation Land demands a golf grounds, and in this respect Shawano is ready. Situated a short distance from the city, lies the nine hole Shawano Lake Golf Course, on the beautiful Shawano Lake. The greens are unusual in so much as they are built of oiled sand, a little different than the usual grass greens and very accurate. The big advantage is however, that they can be used regardless of the weather, in fact Shawano knows no temporary greens.

What other courses spend thousands of dollars for in way of hazards, this course has been built by nature, each hole is different in every respect and offer a great variety of shots. The Club is a progressive one and what you miss one year will be sure to find the next time you come back. The Club extends a cordial welcome to visiting golfers. A nominal green fee is charged.

Beside the advantages that are offered by the Golf Grounds, it is adjacent to a hotel, the riding academy and the County Park, one of the nicest camping and picnic grounds in the State of Wisconsin.

Taking it all in all there is golfing, camping, riding, swimming and fishing all in one spot, an advantage that can be offered by very few Vacation Lands.





RIDING ACADEMY

Adjoining the Golf Course and County Park on Shawano Lake are several riding academies. Here you will find high grade saddle horses and Indian ponies saddled for the children and grown ups. Prancing along the beautiful bridle paths along the lake and through the woods, gives you scenery as well as the thrill of riding horseback which is now a great outdoor sport.

COME TO SHAWANO

You will like it. Our merchants will gladly outfit you whether you intend to camp at a cottage or whether you need but fishing tackle. We are ever ready to help make your vacation with us a pleasure. For further information about Shawano or Shawano Lake or if you wish to rent a cottage write,

CHAMBER OF COMMERCE

Shawano, Wisconsin

